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An Analysis of Iranian University Library Websites from Standpoint Five Effective Factors on Google SEO : Iranian University Library Websites and Google SEO

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Abstract:
The main purpose of this study was, analysis of library websites of Iranian governmental universities affiliated with the ministry of science from Standpoint, five effective factors on Google Search Engine Optimization (SEO). First, the five factors that impact Google SEO, by the Google Help Center and some previously published articles, Identified. Then 42 library websites of governmental universities affiliated with the ministry of science exception for Payam Noor and Farhangian located in Tehran and other metropolitan cities of Iran with descriptive survey methods were comparison analyses. Data collection tools were analytical databases WSC, Similarweb, Amrirs. The data analysis tool was "libreOfficeCalc" software. All stages of the evaluation of library websites from standpoints, SEO factors, approved by eight Google SEO experts. In the four factors impacting Google SEO, the top 11 websites of the

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research community (42 websites) were identified. Also, Just, 33% of the research community, used "Digital Security Certificate" or HTTPS Protocol for their university library websites (fifth effective factor). It's worthy, the university library managers in Iran, have high pay attention to improve Google SEO and effective factors on this. Previous studies have noted the role of search engine optimization in libraries or academic libraries, but accurate measurement of five effective factors on Google SEO, in Iranian university library websites, is the innovation of this study.

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Contents



I. Introduction

This Search engine optimization (SEO), is a technique that improves the accessibility of websites on the web for users [1]. About libraries, a publication from Onaifo and Rasmussen has expressed that, SEO is a mechanism for improving libraries' digital content findability on the web [2]. According to a survey of university students located in the geographical areas of Australia, Singapore, India, Canada, the United Kingdom & the United States, 84 percent of information searches begin with a search engine [3]. Google is one of the best search engines [4], 75% of users will never scroll past the first page on a Google search [5]. Therefore, if the webmasters of university library websites, improve their visibility in Google, then they will be seen when retrieved by web users, even if they have started their web search from search engines (such as Google). Askey and Arlitsch, have stated that librarians would do well to listen when the search giant reveals information about its practices or makes recommendations [6]. Coates has indicated that search engines such as Google can help university library websites to increase the visibility of their information resources [7]. Also, full-text indexing for the thesis will be more helpful for searching users than metadata indexing about obtaining academic digital libraries via a search engine [7]. This study intends to investigate library websites of governmental universities affiliated with the ministry of science exception of Payam Noor and Farhangian (in direction of integration) located in Tehran and other metropolitan cities of Iran from the standpoint, five effective factors on Google search engine optimization. Previous studies have noted the role of search engine optimization in libraries or academic libraries, but accurate measurement of some effective factors on Google SEO in Iranian university library websites, is the innovation of this study.

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